

MyChainReaction: Open Call for Artistic Commissions

MyChainReaction is an interdisciplinary ESRC funded Impact Accelerator project led by a team of researchers from WMG (Warwick Manufacturing Group) and the Centre for Cultural Policy Studies (CCPS) at the University of Warwick.

The research team includes Jan Godsell, Professor of Supply Chain Strategy (WMG), Antony Karatzas, Research Fellow (WMG) and Ruth Leary, Principal Teaching Fellow (CCPS).

Project Overview

Imagine a world without supply chains; no food; no running water; no prescription medicines; no fuel for our cars etc. Without them we would return to subsistence and potential anarchy and yet academics can't agree on a shared definition of what a supply chain is and levels of understanding of among policy makers, business leaders and lay people alike are generally very poor.

We really want to change this and have designed a participatory research project aiming to

- measure levels of public knowledge and understanding of what a supply chain is
- increase levels of public knowledge and understanding of what a supply chain is and how we, as individuals are an integral part of them locally, nationally and beyond.

The MyChainReaction project combines crowdsourcing, social networking and storytelling in a website designed to both generate research data and increase public engagement and understanding as more and more people take part. The site features an engaging example of a local supply chain, bringing to life the supply chain story of Stroud based ice cream maker Kate Lowe. Kate lives in a village where she is well known for producing delicious honeycomb ice cream. Her mother makes the honeycomb at home in Norfolk and posts it to Kate who makes the ice cream in batches using other locally sourced ingredients. Kate's ice cream is infamous at dinner parties and family gatherings but her ambitions are to develop a brand and sell her ice cream more widely.

Whilst we've offered Kate's ice cream as a working example we hope that visitors to the website will be encouraged to reflect on their own participation in a supply chain and share their stories. In doing so they will also be required to answer a couple of simple questions about their knowledge of supply chains which will generate quantitative data for further research. As the MyChainReaction stories appear they are mapped on a digital map which expands in real time as people join in.

We hope that the general public will spread the chain reaction as far across the world as possible and help us to achieve the target of 1,000 respondents by the end of July. Project findings will be presented at the Global Supply Chain Debate in November 2015.

Please view the site here and add your MyChainReaction Story

www.mychainreaction.co.uk

Twitter: @WMGmychainreact

Artistic Commission

This commission is for a work of art that will have impact and engage public and academic audiences in response to the themes of the project and the data and narratives that emerge from it for presentation at a final event, the Global Supply Chain Debate in November 2015.

The commission will form an integral part of the MyChainReaction project. It aims to maximize the opportunity for the topic of supply chains to be showcased, enjoyed and seen in a new light by the delegates attending the event but also the general public who may engage with the piece on site, digitally or via the media.

Proposals can be for small-scale installations, single events and/or digital/interactive/online projects. Proposals can include any type of artistic activity but we are particularly interested in including work that has strong digital / new media content and may be presented on a range of online platforms as well as a 'live' experience during the final event.

Successful commissions will:

- Create an artistic event that inspires and excites audiences about the project themes
- Invite and increase public engagement through the promotion of public participation in the project
- Offer a response to and/or interpretation of the project's interim findings (data & MyChainReaction stories) and the theme of supply chains and chain reactions
- Raise the profile and visibility of the project itself
- Promote the public understanding of supply chains in accordance with the project aims stated above.

Presentation

The commission will be presented at the Global Supply Chain Debate, a two day event to be hosted at the International Digital Laboratory at the University of Warwick on Saturday 10th and Sunday 11th November 2015. The audience will include academics, industrialists and policy makers. There will be keynote speeches from high-profile public figures.

We recognise that time is limited to present fully developed proposals by November 2015 so proposals can be adaptations of existing works providing they fit the theme and the brief. We welcome proposals that include an element of engagement or participation in advance of the event. Please detail this in your proposal if applicable.

Budget

A total budget of £8,000 is available. The final award will cover all artists' fees, the making of the work and any travelling expenses to and from the University of Warwick.

Timescale

Deadline for submission of proposals: Monday 3rd August 2015 (midnight)

Development: August – 31st October 2015

Presentation: 10th - 11th November 2015

Notes

The UK has many excellent arts organisations and cultural institutions that contribute to its international reputation. This commission is an opportunity to draw attention to these treasures among a diverse and international audience.

The commission is left as a deliberately wide and open brief for an artist, organisation or other body to interpret in a creative way to achieve its aim. Submissions to deliver this commission are welcomed from individual artists as well as arts organisations, agencies, producers, creative industries and all those individuals or organisations with relevant experience.

Anyone submitting a tender must be able to demonstrate experience in successfully delivering commissions of a scale and level of impact appropriate to the level anticipated from this commission.

This commission is funded by the Economic and Social Research Council as part of the University of Warwick's Impact Accelerator Fund which supports research projects that deliver impact and facilitate public engagement.

Submission and Selection Process

We would like to invite initial ideas from artists of all disciplines for these commissions.

Please include the following details:

1. The idea – what you would like to create / present and whether it would take place in a venue / outdoor / public setting.
2. How your idea fits within the overall objectives of the project and meets the criteria specified above.
3. How the public will engage with and experience the work, including age range of the target audience where applicable
4. The process and timeline for creating the work.
5. Any anticipated technical requirements in presenting the piece.
6. An indication of opportunities for the future life / development of the artwork.
7. An outline budget. The budget should include: fees, materials, consumables, space hire for production / rehearsal, equipment hires and/or purchase needed to realise the piece, as well as travel for your team and insurance of the work. Please indicate whether you are VAT registered.

We recognise that the budget is indicative at this stage and will be subject to revision. You may wish to undertake your own site visit in advance of submitting a proposal but this will be at your own expense.

Please submit your proposal by email as a PDF attachment to:
r.leary@warwick.ac.uk

The deadline for returning completed documents is
Monday 3rd August 2015 (midnight)

For more information please contact:

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